

[Cynthia C. Froggatt](#), author of *Work Naked: Eight Essential Principles for Peak Performance in the Virtual Workplace* (Jossey-Bass/Wiley, 2001) and Principal of Froggatt Consulting, advises Fortune 500 companies on leveraging the value of the virtual workplace. [She studied environmental psychology](#) and organizational behavior, [earned a bachelor's degree from Penn State in 1982 and a master's degree from Cornell University in 1985, and started her own consulting practice in 1994.](#) Her clients have included Sun Microsystems, Capital One, Seagram, Swiss Re, Dow Corning, and Harvard Pilgrim Health Care, among others.

In 1993, Froggatt worked with AT&T on their virtual workplace initiative and has been a vocal advocate for remote and mobile work strategies ever since. Cynthia enjoys giving keynote presentations on the virtual workplace, leading from a distance, the link between workstyles and innovation, and improving performance of distributed teams. She has taught undergraduate and graduate courses at Cornell University in the College of Human Ecology.

Froggatt has been heard on *Marketplace*, Bloomberg Radio, and National Public Radio's *All Things Considered*, quoted in the *Harvard Business Review*, *Wall Street Journal*, *Fortune*, *Financial Times*, *Boston Globe*, *San Francisco Chronicle*, and *Stern Business Journal*, and profiled as one of Tom Peters' Cool Friends at www.tompeters.com. *Work Naked* has been translated into Dutch and Japanese.

Cynthia works from her home office in a brownstone on Manhattan's Upper West Side. She gets her best ideas while lying in bed in the morning, walking in Central Park, or taking a shower. See www.worknakedbook.com for more details or send her an e-mail at CCF8@cornell.edu.